



**MINUTES
DISTRICT OF PORT HARDY
COMMITTEE OF THE WHOLE MEETING
6:30pm TUESDAY NOVEMBER 14, 2017
COUNCIL CHAMBERS, MUNICIPAL HALL
7360 COLUMBIA STREET**

PRESENT: Mayor Hank Bood, Councillors Pat Corbett-Labatt, Dennis Dugas, Rick Marcotte, Fred Robertson and John Tidbury

ALSO PRESENT: Allison McCarrick, Chief Administrative Officer; Heather Nelson-Smith, Director of Corporate Services

REGRETS: Councillor Leightan Wishart; Adrian Maas, Director of Financial Services and Abbas Farahbakhsh, Director of Operations

MEDIA: None **MEMBERS OF THE PUBLIC:** 8

A. CALL TO ORDER

Mayor Hank Bood called the meeting to order at 6:30 pm.

B. APPROVAL OF AGENDA

Moved/Seconded/Carried

THAT the agenda for the Committee of the Whole meeting of November 14, 2017 be accepted as presented.

C. DELEGATION

1. Elizabeth Aman-Hume, Executive Director, Rob Tucker, President and Ryan Currie, Treasurer, Port Hardy Chamber of Commerce & Visitor Information Centre.
re: Fee for Service presentation.

Elizabeth Aman-Hume provided Council with a brief overview of the Visitor Information Centre (VIC) and relationship with the Chamber of Commerce over the past 10 years. The over view included the following:

- The Chamber has been running the visitor centre for the past 10 years. It is the highest functioning Visitor Information Centre on the North Island.
- Destination BC, District, Chamber of Commerce and the VIC work well together.
- Managing the training, and the diverse information required for all the North Island Communities with a focus of keeping visitors in Port Hardy.
- All operational and strategic needs are reviewed regularly.
- Support local tourism businesses.
- Actively participate on the tourism committee and other important relevant committees.
- The VIC is able to meet the expected demand. The role is to ensure that all expectations are exceeded.
- The Visitor Centre is where destination service meets destination marketing.

Goals:

1. The Visitor Centre has grown significantly in 10 years and the need for strategic planning is required and it is impossible to plan for additional years, when the fee for service is applied for annually.

Other sources of funding are only contingent on the fee for service approval.

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APPROVAL OF
AGENDA AS
PRESENTED

2. The Visitor Information Centre strategy should be in line with the Municipal and Regional District Tax Program (Hotel Tax) and keep the branding uniform, consistent and the funding should be secure.

3. Succeed.

Discussion with Council included:

- Fee for service over many years rather than 1 year at a time.
- How are the wages calculated for the Visitor Information Centre and how does it work with the Chamber of Commerce.
- Marketing Strategy position.
- Visitor Information Centre students 100% dedicated to the VIC
- The dynamic of the management has changed over the years between the Visitor Information Centre.
- Events have dropped off the budget.
- Events need to be collaborative.
- Supporting local initiatives that support visitors are important to Council.
- Airport greeters and roaming ambassadors.
- What will community members notice about the change in budget.

D. NEW BUSINESS

No new business

E. ADJOURNMENT

MOVED

THAT the Committee of the Whole adjourn.

Time: 7:00 pm

CORRECT

APPROVED

DIRECTOR
OF CORPORATE SERVICES

MAYOR

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ADJOURNMENT